MERCHANDISING TO WIN

How to Merchandise Your Booth to Maximize Sales











MERCHANDISING:

activity of promoting the sale of goods, especially by their presentation.





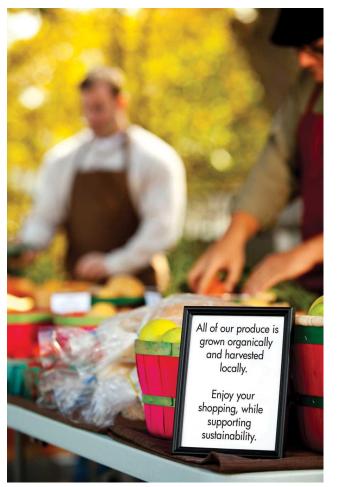






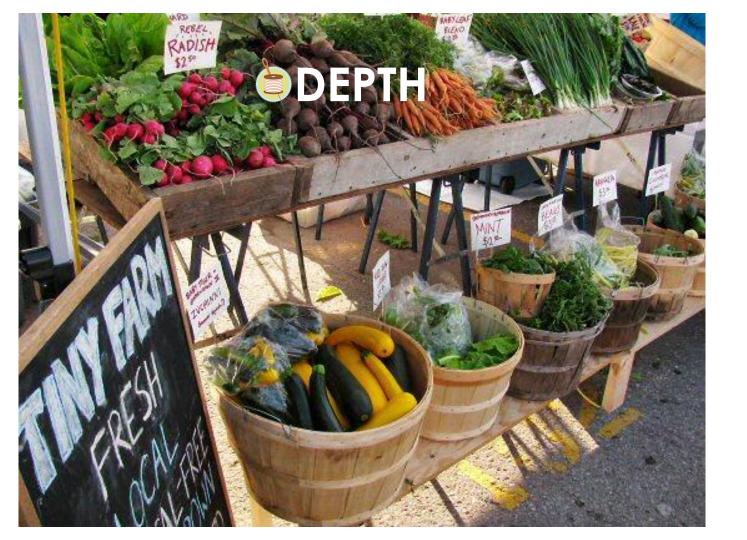


+ PRICING



























EASY, CHEAP HACKS



























TYPICALLY START WITH A LOGO













GENERAL **ATMPOSHERE**



BE RECOGNIZABLE











- LOOK AROUND
- PINTEREST
- Book "why we buy"
- **WHO YOU ARE**
- (be yourself)
- **HAVE FUN W/ IT**

